

FOR IMMEDIATE RELEASE

Wedding Accessory Leader Gets Results with Dynamic Imaging

ROCHESTER, NY – July 9, 2013 – Wedding accessory provider The Wedding Outlet identified a need in their market for richer product visualization. The company wanted to exceed customer expectations of online imaging in the wedding industry by letting shoppers instantly view custom products exactly as they would be delivered. The Wedding Outlet selected LiquidPixels as its online imaging provider to power this new level of interactivity and to set a new shopping experience standard in the industry.

LiquidPixels LiquiFire® Dynamic Imaging Solutions now provide colorization, text personalization, and custom product configuration for more than 350 products on TheWeddingOutlet.com. Custom wedding accessories, favors, and personalized bridesmaids' gifts are among the first phase of LiquiFire-enabled images. Sales have increased by as much as 400% for these products (for example, personalized aisle runners, embroidered tote bags, and unity sand shadow boxes).

“Custom products are driving online sales across multiple verticals,” says LiquidPixels CEO and co-founder Stephen Kristy. “The Wedding Outlet is setting a tremendous example for their industry. More than meeting the demand that exists in the market right now, they’re putting into place a dynamic imaging system that can adapt as new product lines are added and customer needs evolve.”

The Wedding Outlet also benefits from the process improvements of true on-demand dynamic imaging, which include centralized metadata, automatic image resizing, and web-to-print production to feed the back-end manufacturing process. Their LiquiFire dynamic imaging solution can adapt to any future technology, platform, or business requirement changes.

“Today’s brides are looking to personalize their wedding day and custom wedding accessories provide a creative and affordable way to do this,” says The Wedding Outlet’s President Deborah Weckesser.

“Dynamic imaging allows a bride to view accessories in their color scheme with their personalization before buying. A small detail, such as personalized wine bottle labels or table numbers, can go a long way in making a bride’s vision of her wedding day come true.”

About The Wedding Outlet

The Wedding Outlet is a leading e-retailer in the wedding industry, offering a large selection of wedding accessories, favors and gifts from the leading wedding collections. Brides can easily find wedding



accessories to match their wedding colors or theme, plus find a unique selections of personalized bridal party gifts. Find out more at TheWeddingOutlet.com.

About LiquidPixels

LiquidPixels is leading the imaging revolution. Built on open standards, its LiquiFire Dynamic Imaging Solutions integrate into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each customer's unique needs. Find out more at LiquidPixels.com.

###

For more information, contact:

Bruce G. Owens, Jr.
LiquidPixels, Inc.
866-808-4937 x 301
sales@liquidpixels.com

LiquidPixels®, LiquiFire®, MagniFire®, the LiquidPixels Logo, and the slogans "Visualizing E-Commerce®," "Are Your Images Fluid?®," and "Liquify Your Site®" are all registered trademarks of LiquidPixels, Inc. The LiquidPixels' three-pixel mark, "Liquify," "Assets From Anywhere," "LiquiFire Blaze," "LiquiFire Zap," "LiquiFire Spark," "LiquiFire Station," "LiquiFire Orb," "LiquiFire E-Catalog," "LiquiFire Jazz," "LiquiFire Image Chain," "LiquiFire Hosted Service," and "LiquiFire Imaging Server" are trademarks of LiquidPixels, Inc. Other trademarks used within this document remain owned by their respective organizations. LiquidPixels LiquiFire is covered by patents 7,109,985, 8,245,228, 8,296,777, and 8,914,744. Other patents pending.